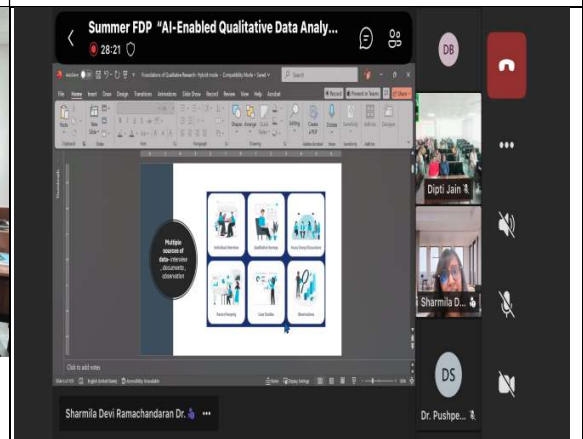


6-DAYS SUMMER FDP AI-DRIVEN QUALITATIVE RESEARCH: FROM DATA COLLECTION TO PUBLICATION

6TH - 11TH JULY 2026



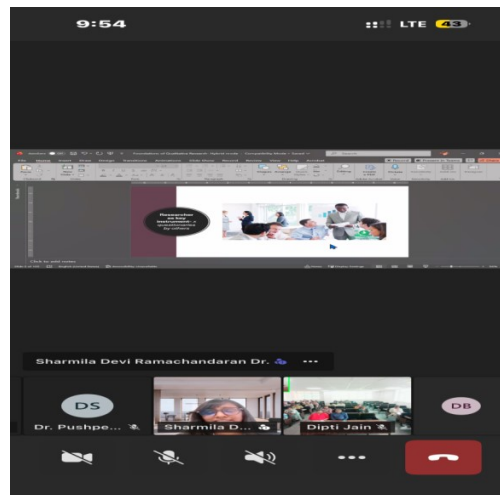
The 6-Day Summer Faculty Development Programme (FDP) on “AI-Driven Qualitative Research: From Data Collection to Publication” was successfully organized by Gitarattan International Business School (GIBS), Rohini, from 6th to 11th July 2026 in hybrid mode. The programme was designed to strengthen the qualitative research capabilities of faculty members, research scholars, and professionals by integrating Artificial Intelligence (AI), Natural Language Processing (NLP), qualitative data analysis, and publication-oriented research practices.

The FDP aimed to familiarize participants with contemporary qualitative research methodologies and AI-powered research tools. It provided practical exposure to text mining, NLP, AI-assisted coding, social media analytics, sentiment analysis, transcription tools, qualitative data analysis using R, and responsible use of AI in research. The programme also focused on enhancing participants' ability to prepare high-quality, publishable research manuscripts for reputed journals.

The six-day Faculty Development Programme commenced with a formal inaugural session, which began with the ceremonial lamp lighting by the distinguished Chief Guest and Resource Person, Prof. Minaketan Behera, Chairperson and Professor of Economics, Centre for Informal Sector and Labour Studies, School of Social Sciences, Jawaharlal Nehru University, New Delhi. The inaugural ceremony was followed by a welcome address by Prof. (Dr.) Urvesh Chaudhery, Director, GIBS, who emphasized the importance of AI-enabled qualitative research, innovation, and publication excellence in higher education. He encouraged the participants to actively engage in the programme and leverage AI-driven qualitative research tools to enhance the quality and impact of their research.

Day 1 – Foundations of Qualitative Research – Research design and data collection, NLP & Text Mining – Word frequency, clustering, visualization, Hands-on Practice on NLP tools

Resource Persons: Dr. Sharmila Devi Ramchandran, Prof. Minaketan Behera, and Prof. (Dr.) Abhijit Das



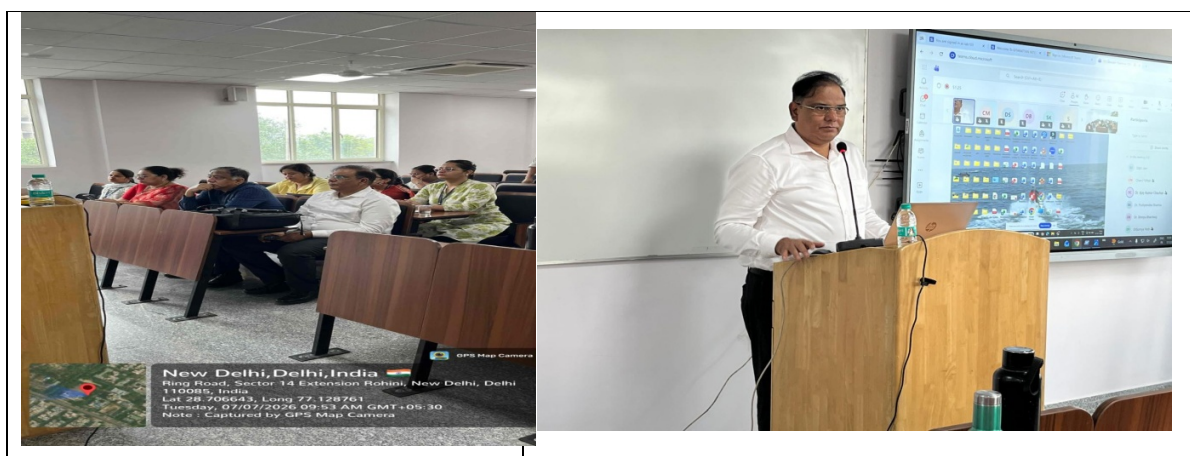
The first technical session was delivered by Dr. Sharmila Devi Ramchandran, who introduced participants to the foundations of qualitative research, covering research design, qualitative paradigms, data collection methods, sampling techniques, interviews, focus group discussions, and observation methods. The session laid a strong conceptual foundation for conducting rigorous qualitative research.

The second technical session was conducted by Prof. Minaketan Behera, Chairperson and Professor of Economics, Centre for Informal Sector and Labour Studies, School of Social Sciences, Jawaharlal Nehru University, on "What Every Social Science Researcher Should Know: From Problem Identification to Publication." He provided valuable insights into identifying meaningful research problems, selecting appropriate research methodologies, developing publication-oriented studies, and strategies for publishing in high-impact journals. His interactive session inspired participants to strengthen the quality, relevance, and impact of their research contributions.

The post-lunch hands-on session was conducted by Prof. (Dr.) Abhijit Das, who introduced participants to Natural Language Processing (NLP) and Text Mining. Participants learned techniques such as word frequency analysis, clustering, text visualization, and practical applications of NLP tools for qualitative data analysis, providing a strong foundation for the advanced AI-based analytical sessions scheduled in the subsequent days.

Day2- Coding in Qualitative Research – Manual coding and themes, AI-Assisted Coding using AILYZE & Orange, Social Media Data Analysis – Extraction & scraping

Resource Person:Dr. Ajay Kumar





The second day focused on qualitative coding and AI-enabled data analysis. Dr. Ajay Kumar Chauhan introduced participants to the fundamentals of qualitative coding, explaining manual coding techniques, codebook development, theme generation, and thematic analysis. He highlighted the importance of systematic coding in ensuring the credibility and reliability of qualitative research and demonstrated how meaningful insights can be derived from interview transcripts and textual data.

The second session introduced AI-assisted qualitative coding using AILYZE and Orange. Participants gained hands-on experience in using these tools for automatic coding, theme identification, text visualization, and pattern recognition, while understanding the importance of researcher validation in AI-assisted analysis.

The afternoon session focused on Social Media Data Analysis, where participants learned techniques for extracting and organizing publicly available social media data for qualitative research. Dr. Chauhan demonstrated data extraction and web scraping methods, data preprocessing, and the analysis of user-generated content, enabling participants to understand how digital data can be effectively utilized for contemporary qualitative research.



Day 3 **User-Generated Content Analysis, Advanced Analysis – Sentiment & narrative analysis, Model Building & Interpretation**

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Resource Person: Dr. Ajay Kumar Chauhan



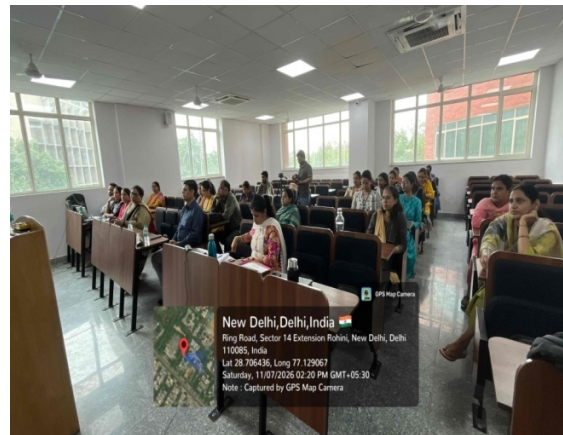
The third day of the FDP focused on advanced qualitative analytics and the analysis of User-Generated Content (UGC). Dr. Ajay Kumar Chauhan introduced participants to techniques for collecting and analysing qualitative data from digital platforms such as customer reviews, blogs, discussion forums, and social media. He demonstrated how user-generated content can be transformed into meaningful research data by identifying recurring themes, patterns, and emerging trends, enabling participants to understand the growing importance of digital data in contemporary qualitative research.

The subsequent sessions covered advanced sentiment analysis, narrative analysis, and AI-based interpretation techniques. Participants learned how to identify emotions, opinions, and behavioural patterns embedded in textual data and interpret qualitative findings using AI-supported analytical tools. The day concluded with a session on model building and interpretation, where participants explored methods of organizing qualitative insights into conceptual research models, enhancing their ability to produce rigorous, publication-oriented qualitative research.

Day 4 – Audio & Video Transcription tools, Content Analysis & Literature Review using AI, Hands-on transcription & review

Resource Persons: Prof. (Dr.) Urvesh Choudhery & Ms. Vandana Rastogi





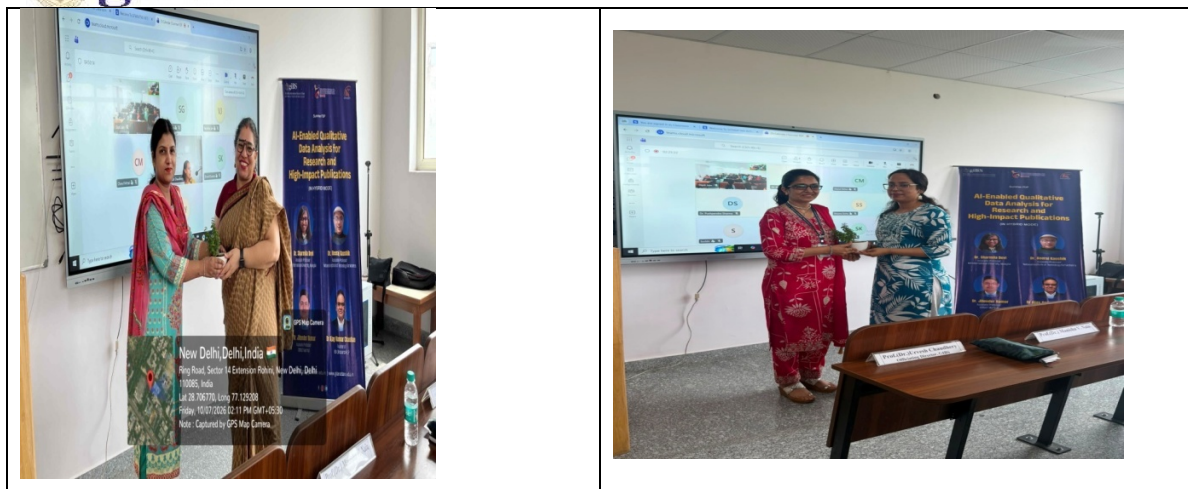
The fourth day concentrated on AI-assisted transcription and literature review.

Prof. (Dr.) Urvesh Choudhery introduced participants to modern audio and video transcription tools that significantly reduce manual transcription efforts. The session by Ms. Vandana Rastogi demonstrated how AI can support content analysis and systematic literature review by identifying research gaps, synthesizing literature, and organizing scholarly evidence.

The hands-on session enabled participants to practically perform transcription, review transcripts, and utilize AI tools for qualitative research documentation

Day 5 – Research Validation & Rigor – credibility, validity, triangulation, errors, Research Ethics & Responsible Use of AI, Journal Selection & Publication Strategy – ABDC/Scopus, submission, reviewers

Resource Persons: Dr. Poonam Rani, Prof. (Dr.) Manisha V. Nain & Prof. (Dr.) Urvesh Choudhery



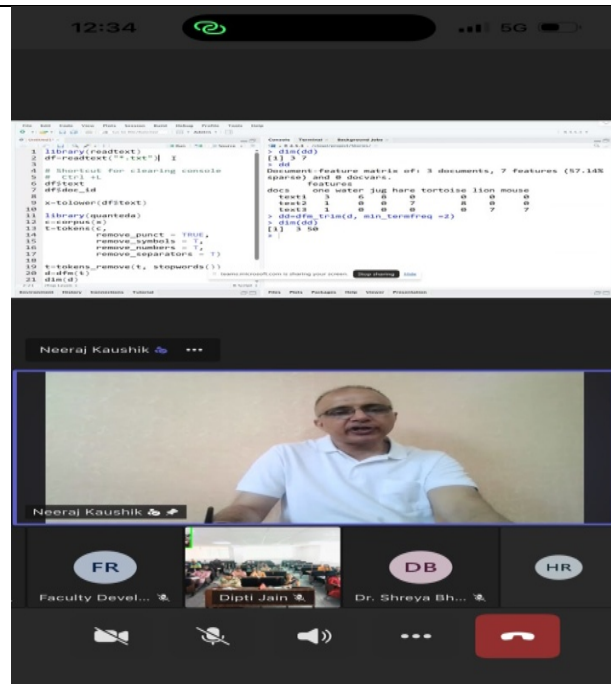
The fifth day addressed research quality and publication. Dr. Poonam Rani explained the principles of research validation, credibility, triangulation, reliability, validity, and common sources of research error.

Prof. (Dr.) Manisha V. Nain discussed research ethics, academic integrity, responsible use of Artificial Intelligence, plagiarism prevention, and ethical publication practices.

The concluding session by Prof. (Dr.) Urvesh Choudhery focused on journal selection strategies, understanding ABDC and Scopus indexing, manuscript preparation, responding to reviewer comments, and publication planning.

Day 6 –Text Analysis Using R, Essentials of Research Paper writing and common causes of Manuscript Rejection

Resource Person: Dr. Neeraj Kaushik & Dr. Jitender Kumar



The final day of the FDP focused on equipping participants with advanced analytical and academic writing skills essential for producing high-quality research outputs. The technical sessions conducted by Dr. Neeraj Kaushik introduced participants to text analysis using R Programming. He demonstrated the complete workflow of qualitative text analytics, including data import, text preprocessing, tokenization, word frequency analysis, visualization techniques such as word clouds, and sentiment analysis using R



Participants gained practical exposure to performing text mining and interpreting textual datasets through hands-on exercises, enabling them to apply computational tools in qualitative research.

The concluding technical session was delivered by Dr. Jitender Kumar, who discussed the essentials of research paper writing and the common causes of manuscript rejection. He guided participants through the process of structuring a research paper, writing effective abstracts and literature reviews, presenting findings, selecting suitable journals, and addressing reviewers' comments. He also highlighted common mistakes that lead to manuscript rejection and shared practical strategies for improving the quality and publication potential of research papers.

The programme concluded with a Valedictory Session, which was anchored by Dr. Shreya. The session provided participants with an opportunity to reflect on their learning experiences and share valuable feedback on the six-day FDP. Certificates were distributed to the participants in recognition of their successful completion of the programme. Dr. Dipti Jain delivered the Vote of Thanks, expressing heartfelt gratitude to the Management of GIBS, Prof. (Dr.) Urvesh Chaudhery, Director, all distinguished resource persons, organizing committee members, faculty coordinators, and participants for their enthusiastic support and active participation. The Valedictory Session also included the distribution of certificates to the participants, recognizing their successful completion and active participation in the six-day Faculty Development Programme. She acknowledged the collective efforts that ensured the successful conduct of the FDP and expressed confidence that the knowledge and practical skills acquired during the programme would significantly contribute to high-quality, ethical, and publishable research.

FLYER OF THE EVENT




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 INSTITUTE OF INNOVATION & ENTREPRENEURSHIP CELL (IIE-GIBS)


 IQAC
INTEGRATED QUALITY ASSURANCE CELL

6-days Summer FDP

AI-Enabled Qualitative Data Analysis for Research and High-Impact Publications

(Hybrid Mode)

DATE :
 6th July 2026 - 11th July 2026

TIME :
 9:30 am Onwards

VENUE :
 Seminar Hall, Third Floor, GIBS






Dr. Sharmila Devi
Associate Professor
 INTI International University,
 Malaysia

Dr. Neeraj Kaushik
Associate Professor,
 National Institute of
 Technology Kurukshetra

Dr. Jitender Kumar
Associate Professor
 DCRUST Murthal

Dr. Ajay Kumar Chauhan
Founder of
 6th QResearch LLP




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TYPE OF THE EVENT	Faculty Development Programme
VENUE	Seminar Hall, Third Floor (Hybrid Mode)
TIME & DURATION	6th–11th July 2026, 9:30 AM onwards
CONDUCTED BY	GIBS
ORGANISED FOR	GIBS and External Faculty Members, Research Scholars and Industry Experts
NAME OF THE COORDINATOR	Dr. Dipti Jain Dr. Shreya Bhardwaj

ATTENDANCE	
RESOURCEPERSON	1. Dr. Sharmila Devi Ramchandran, Associate Professor, INTI International University, Malaysia. 2. Prof. (Dr.) Abhijit Das, Professor, GIBS 3. Dr. Ajay Kumar Chauhan, Prof. of Practice, Bhartidasan Institute of Management 4. Prof. (Dr.) Urvesh Choudhery, Director, GIBS 5. Prof Minaketan Behera, Chairperson and Professor of Economics, Centre for informal Sector and Labour Studies, School of Social Sciences, Jawaharlal Nehru University Delhi 6. Ms. Vandana Rastogi, Assistant Professor, GIBS 7. Dr. Poonam Rani, Professor, GIBS 8. Prof. (Dr.) Manisha V. Nain, Professor, GIBS 9. Dr. Neeraj Kaushik, Associate Professor National Institute of Technology Kurukshetra 10. Dr. Jitender Kumar, Associate Professor DCRUST, Murthal
OBJECTIVES OF THE EVENT	1. To develop a comprehensive understanding of qualitative research design and analysis. 2. To provide hands-on training in AI-based qualitative data analysis tools. 3. To enable participants to perform coding, thematic analysis, and interpretation efficiently. 4. To introduce Natural Language Processing (NLP) and text mining techniques. 5. To enhance skills in social media data analysis and sentiment mapping. 6. To guide participants in writing and publishing research papers in indexed journals. 7. To familiarize participants with advanced

	applications such as transcription and systematic literature review using AI..
LEARNING OUTCOME	1. Participants developed a comprehensive understanding of qualitative research design, data collection, and analysis techniques. 2. Participants gained hands-on experience in AI-based qualitative data analysis tools and applications. 3. Participants learned to perform coding, thematic analysis, and interpretation of qualitative data efficiently. 4. Participants acquired knowledge of Natural Language Processing (NLP) and text mining techniques. 5. Participants enhanced their skills in social media data analysis and sentiment mapping. 6. Participants gained insights into writing and publishing research papers in indexed journals. 7. Participants became familiar with advanced AI applications such as transcription and systematic literature review.
SHORT FALL DURING EVENT	NO SHORTFALL OCCURRED
LINK OF YOUTUBE VIDEO	Day 1 - https://youtu.be/eqwAvfTm14 Day 2 - https://youtu.be/ttiCig6M3PI Day 3 - https://youtu.be/uISNLCa3JeU Day 4 - https://youtu.be/r0QFRqXJCjo Day 5 - https://youtu.be/HtZKN_eIk30 Day 6 - https://youtu.be/fe5E_nLUTPE

**PREPARED & SUBMITTED BY: DR. SHREYA BHARDWAJ, ASSISTANT PROFESSOR,
CLS**



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